

URBAN CORE SPECIFIC PLAN

Advisory Committee - March 16, 2005

Meeting Summary

The 6th meeting of the Advisory Committee convened at the Community Congregational Church (Bradley Hall) to discuss preliminary gateway/streetscape concepts and design guidelines for the Urban Core.

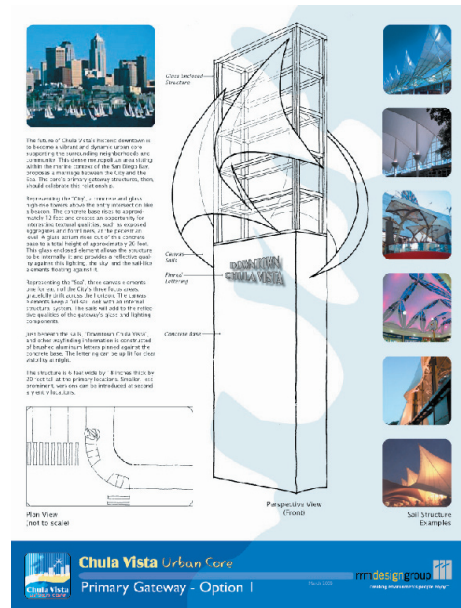
RRM Principal Erik Justesen provided an overview of the project parameters and progress to date for the benefit of new attendees. Designer Brian Osborn presented the preliminary concepts for the major and secondary gateways. For discussion purposes, two preliminary approaches were presented – a more contemporary theme and a more traditional theme. A more traditional design is proposed for 3rd Avenue due to its more historic and traditional character. Third Avenue is distinguished from the remaining areas of the Urban Core where a more contemporary treatment is proposed. Gateway treatments are proposed in the following locations:

Major Entries

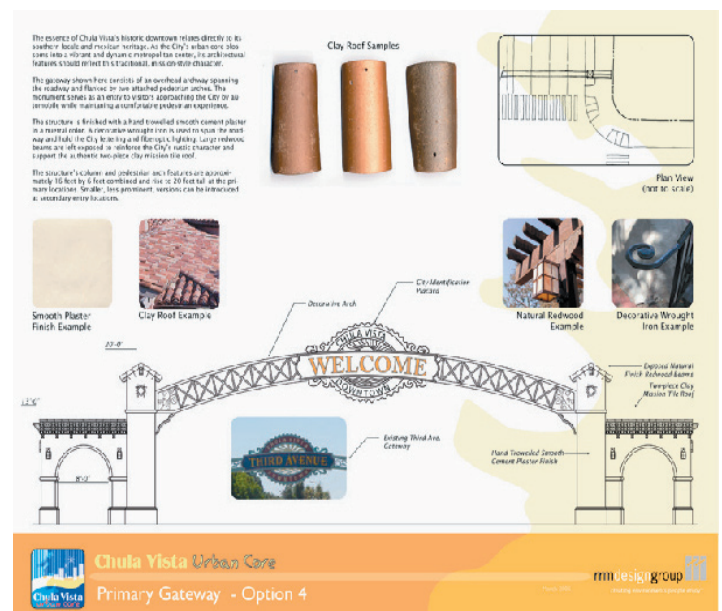
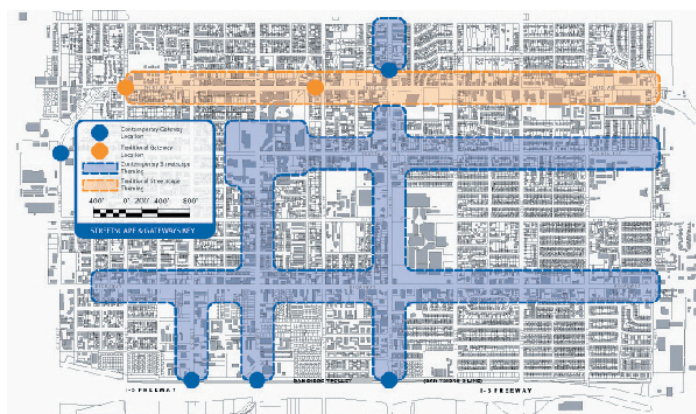
- I-5/H Street
- I-5/E Street
- I-5/F Street
- 3rd Avenue/E Street (north entry)

Secondary Entries

- H Street/3rd Avenue
- 4th Avenue/C Street



Erik Justesen and Brian Osborn also presented the preliminary concepts for streetscape themes. Again, a more traditional approach is recommended for 3rd Avenue, while a more contemporary treatment is proposed for the remaining major streets in the Urban Core. Preliminary streetscape designs provide for greatly expanded pedestrian zones and sidewalks, trees, benches, lighting, and banners to carry out the Urban Core design. Options for the number of traffic lanes for 3rd Avenue, F Street and H Street were also described.

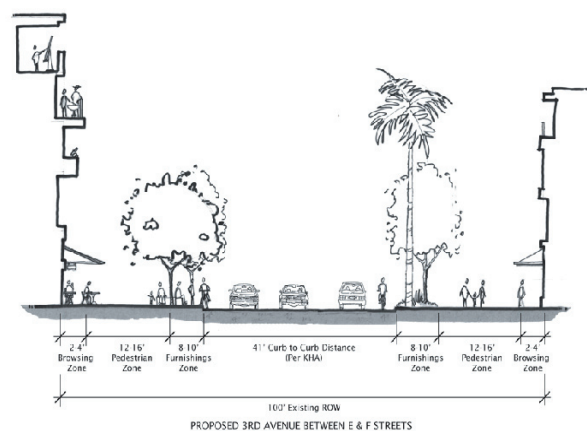




Committee comments and discussion ensued with the following comments:

- Consider moving the 4th Avenue gateway to E Street instead of C Street
- Use less of a comprehensive theme, be more eclectic – don't want to be "Disney-like"
- Public art and expression of art is important – bring in artists to produce unique designs
- Durability and maintenance is important – reduce opportunities for vandalism
- Extremes of traditional and contemporary could be conflicting – tie more closely together
- Consider J Street as a gateway
- 3rd Avenue treatment should be more upscale, not quite as traditional
- Consider some Art Deco influences
- Look at the branding efforts by the Downtown Business Association for 3rd Avenue
- A ranch or early California theme is more appropriate than a mission theme – perhaps lemon groves
- Use a kite, flight, wings, or bird theme that reflects Chula Vista being in the Pacific fly away and destination for birders
- Sails are not appropriate as the adjacent bay is too shallow for sailing and San Diego already uses a similar theme for the convention center
- It is important for the 4th Avenue gateway to remain at C street, the historic gateway to the City
- Reinvent Chula Vista based on its unique characteristics
- Contemporary treatment is forward thinking, looking to Chula Vista's future

Erik Justesen provided a recap of the Committee's comments. The contemporary treatment is generally appropriate for areas other than 3rd Avenue which merits differentiation and explore a more unique identity for gateways.



Committee comments on the preliminary streetscape concepts include:

- Make 3rd Avenue welcoming, place parking areas behind buildings
- Fewer lanes are better on 3rd Avenue, could also narrow lanes from 14 feet in width and reduce paved area
- Eliminate parking between E Street and F Street
- Provide some parallel parking on H Street
- Reduce lane width on Broadway from 14 feet
- Reduce the amount of transit on 3rd Avenue – fumes are incompatible with dining
- More pedestrian area on 3rd Avenue would be great – perhaps create use for pedestrian area exclusively?
- Consider diagonal parking and wider sidewalks on Broadway
- Like the use of trees to buffer traffic
- Use caution in eliminating parking in the near term – phase reductions/relocations of parking to reduce impacts to retailers
- Take all parking off of 3rd Avenue
- Widen sidewalks to allow opportunities for art displays
- Use parking districts to address parking
- People make an area vital
- Provide signage to direct people to parking
- Discourage use of parking meters – they are not profitable and discourage people from staying



Mark Brodeur with Downtown Solutions provided an overview of the design guidelines approach. The proposed design guidelines address: site planning, architecture, storefront design, landscaping, lighting, parking and circulation and signs. Committee comments included:

- Building height in area V-2 is too tall (maximum height of 84 feet) – this would allow buildings up to 7 stories
- Greg Mattson submitted written comments



Mary Ladiana, Chula Vista Planning Manager, summarized the limitations and intent of the City's Redevelopment Agency and reviewed the content of the fact sheet previously provided to Holiday Garden residents regarding the effects of the Urban Core Specific Plan on existing multi-family residential use.

Dr. Richard Freeman, Advisory Committee Chairman, solicited public comments on tonight's topics:

- Sails are cliché, but liked contemporary elements
- Too much difference between the two preliminary themes
- Be careful not to make wrought iron treatments "too vintage"
- Support the placement of a gateway at 4th Avenue and C Street
- Remove parking from 3rd Avenue, use parking consultant for recommendations
- Maximize use of trees – trees, trees, trees!
- Concerned with relocation of residents in the Promenade area
- Liked storefront concepts
- Be careful when using palm trees – use shorter, smaller varieties
- Delete medians to allow left turns
- Use existing City logo for gateways and signs
- Browsing zones need to be bigger
- Why destroying affordable housing and replacing with less?
- Use Eastlake approach of inclusionary housing
- "Grandfather in" existing residences

The next Advisory Committee meeting will be held on April 13, 2005 at the Main Library Auditorium (365 F Street).